



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Group Dynamics

The word dynamics has its origin from the Greek word meaning “*force*” *Kurt Lewin has popularized the term in 1930 .*

It is related to groups, How it should be organized and conducted, set of techniques, the internal nature of groups, how they form, *their structure and processes and how they function the way in which they operate and how it results in group behavior and ultimately OB.*



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Group dynamics is concerned with the interactions and forces among group members in a social situation. When the concept is applied to the study of OB, the focus is on the dynamics of members of formal or informal work groups and also teams.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

The group behaviour can be studied under 3 factors

Group Cohesiveness.

Group Norms and deviance.

Group Decision Making.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Group Norms

They are acceptable standards of behavior within a group that are shared by the group's members. Norms are rules of behaviour or proper ways of action which are accepted as legitimate by group members. The kinds of behaviour that are expected of group members are specified by these norms.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Group Cohesiveness

“The degree to which members are attracted to each other and are motivated to stay in the group.”

Cohesiveness means “togetherness”; It refers to the force that binds the people of a group together; the degree of attachment of the members to their group;



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Persons in a highly cohesive group value their membership and strive to maintain positive relationships with other group members. Cohesiveness binds all group members to work as one man to attain the set goals.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Factors influencing the group cohesiveness

- (a) Interaction**
- (b) Size**
- © Encouraging competition**
- (d) Similarity of attitudes**
- (e) Shared goals**
- (f) Allocation of rewards**



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Consequences of group cohesiveness

- (a) Cohesiveness affects the productivity of group members.
- (b) Members of cohesive group communicate with each other
- © Each member of the cohesive group likes the other,
- (d) High group cohesiveness offers job satisfaction to its members



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Implications for managers

- (a) Cohesive group being united commands control over its members. It enables the group to command a powerful bargaining power.
- (b) If the cohesive groups are not managed and motivated effectively, its productivity is sure to be low.